

# QUARTERLY REPORT THIRD QUARTER – 2005

July 1, 2005 through September 30, 2005

**VALLEY BROADCASTING COMPANY, LICENSEE OF KVBC-TV, CHANNEL 3, SERVING, LAS VEGAS, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT ARE AS FOLLOWS:**

## **1. GROWTH**

Our valley continues to experience tremendous **growth** issues. Areas of concern are **traffic** problems, **construction** of houses, businesses, and road construction, **water shortages** and **quality**. **Real estate** greatly effects our growth issues with the rising cost of real estate and as we continue to grow up and out with high-rises and houses being built nearer and nearer the mountains.

## **2. EDUCATION**

**Education** remains a top priority for the residents of Southern Nevada. Some of the top concerns include the **safety** of students around the school and **teen drivers** who are driving around the school areas. In the coming months, there will be important **school district issues** facing educators as they choose a new leader to be the Superintendent of schools. **Recruitment** of that new leader and the thousands of teachers and support staff is also a concern of those in our area. **School activities** will become increasingly important as kids return to class for the new school year.

## **3. CRIME**

**Safety and law enforcement** is a major concern for the community. So far this 2005 year the valley has experienced a record number of **vehicular deaths** and **murders**. Citizens are also concerned about **sex crimes** and **robberies** as they seem to be on the rise also. **Alcohol- DUI and drugs** remain a community issues as well as a law enforcement priority.

## **4. LIFESTYLES**

Living in a 24 hour town, **Casinos and Gambling** are a popular form of entertainment. This year another reason for celebration is our city's **Centennial Celebration**. There are many **Outdoor Activities** going on around town to celebrate, and they're happening all year. With the weather starting to warm up issues like **Pool Safety** are starting to take priority. Summer is a time when families spend a lot of time together, and Family Issues are on people's minds more, especially parents as they are thinking of how to keep their kids busy. Keeping kids **Healthy** and other **Medical Issues** are always on parents minds as well. During the summer, it's not just kids who need protection from the Las Vegas heat, but **Animals** as well, as they are often thought of as a major part of the family.

## 5. MONEY ISSUES

As a community with a strong economy base in **tourism**, rising **vehicle gas prices** concern the influx of tourism with possible less people driving in and airlines increasing fares based on gas prices. This in turn would affect the **economy** at a time where rising property taxes based on high property value has increased the **cost of living**.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY VALLEY BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. ILLUSTRATIVE IS THE FOLLOWING LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF: *July 11-17, 2005, August 8-14, 2005 and September 5-11, 2005.*

STORIES APPEARING ON NEWS 3 SUNRISE, NEWS 3 AT SUNRISE, NEWS 3 TODAY, NEWS 3 AT NOON, FIRST NEWS 3 AT FOUR, NEWS 3 AT FIVE, NEWS 3 AT SIX, NEWS 3 NIGHTSIDE, NEWS 3 SUNRISE, THE WEEKEND REPORT, NEWS 3 TODAY, THE WEEKEND REPORT, NEWS 3 AT FIVE, THE WEEKEND REPORT, NEWS 3 AT SIX, THE WEEKEND REPORT, AND NEWS 3 NIGHTSIDE, THE WEEKEND REPORT ARE OF A 1 MINUTE 15 SECOND/1 MINUTE 45 SECOND DURATION.

INSTRUCTIONAL PROGRAMS APPEARING ON NEWS 3 INCLUDE: (1) HEALTHLINE 3, WHICH FEATURES MEDICAL BREAKTHROUGHS, HEALTH WARNINGS, MEDICAL STUDIES, AND PREVENTATIVE CLINICS; (2) "BABY YOUR BABY" OFFERING INFORMATION ENCOURAGING WOMEN TO SEEK EARLY AND CONTINUOUS PRENATAL CARE; (3) CRIMETRACKER, WHICH FOCUSES ON THE LATEST CRIME FIGHTING TECHNIQUES AND SPECIAL PROGRAMS PROVIDED BY LOCAL POLICE FOR THE COMMUNITY AND ANY HONORS OR AWARDS GIVEN TO POLICE; (4) MAKE A WISH, A PROGRAM THAT HELPS GRANT THE WISHES OF A CHILD WITH A TERMINAL OR LIFE-THREATENING ILLNESS; (5) SAVING YOU MONEY, WHICH FOCUSES ON TIPS TO MAKE YOUR DOLLAR GO A LITTLE FURTHER AND STORIES ABOUT THE ECONOMY; (6) KIDS FIRST, WHICH PROFILES WHATS HAPPENING WITH OUR KIDS, BOTH POSITIVE AND NEGATIVE TRENDS, AND EDUCATION RELATED TOPICS; (7) [WWW.KVBC.COM](http://WWW.KVBC.COM), OUR WEBSITE, WHICH FEATURES CRIMETRACKER, BABY YOUR BABY, MAKE-A-WISH, SAVING YOU MONEY, AND KIDS FIRST INFORMATION 24 HOURS A DAY.

ADDITIONALLY, KVBC IS A STATION AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY, INC. TELEVISION NETWORK. THE STATION CARRIES REGULARLY SCHEDULED PROGRAMMING OF THAT NETWORK WHICH INCLUDES PROGRAMS WHICH RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KVBC ALSO PERIODICALLY HOSTS A "CALL 3" PROGRAM. THIS IS A NEWS AND INFORMATIONAL-TYPE PROGRAM, WHICH IS BROADCAST ON AN AS-NEEDED BASIS, DICTATED BY EVENTS AFFECTING OUR COMMUNITY. EXPERTS, EXPERIENCED IN THE TOPIC KVBC COVERS, ANSWER ONE OF SEVEN TELEPHONES IN THE "CALL 3" ROOM AND RESPOND TO SPECIFIC AND DIRECT INQUIRIES FROM THE COMMUNITY AT LARGE. THE CALL-IN PROGRAM ITSELF IS CONDUCTED OVER A ONE TO THREE HOUR PERIOD AT THE TELEVISION STATION. KVBC DOES LIVE CUT-INS DURING "CALL 3" WHICH EITHER RUN DURING NEWSCASTS, NEWS SPECIALS AND/OR DOCUMENTARIES.

VALLEY BROADCASTING COMPANY  
QUARTERLY REPORT  
3RD QUARTER, 2005

**VALLEY BROADCASTING COMPANY  
ISSUES OF CONCERN RESPONSIVE TO  
THE PROBLEMS, NEEDS AND INTERESTS  
OF CHILDREN 16 YEARS OLD AND UNDER  
IN THE SOUTHERN NEVADA AREA  
FOR THE THIRD QUARTER 2005**

**July 1, 2005 through September 30, 2005**

**1. PEER PRESSURE**

**Peer Pressure** is always a major concern for kids of all ages. **Alcohol, drugs, and smoking** seem to always be what kids worry about most when it comes to experimenting with things they may consider to be adult issues. They are also concerned with **sex** and getting **pregnant** so young. Their **homelife** and how there are taught to handle these situations have a big impact on how they, especially teenagers, will deal with a stressful situation when it presents itself.

**2. SCHOOL**

With the beginning of the new **school** year, many students will face problems including **bullying**. Students will also be making new **friends** who may help them deal with the pressures of the classroom. Students are also struggling to balance **school activities** and **homework** during the hours they are out of the classroom.

**3. FEARS**

Our community's children face many **fears**. They're concerned about their families and their own **personal safety** at home, in school, and in their neighborhoods. They worry about crime and violence they see or hear about, especially those involving **gangs** and **guns**.

**4. ACTIVITIES**

As children partake in **outdoor activities** during the summer months, **safety** often becomes a concern. **Swimming** is a popular outdoor activity as are the various programs offered by local **community parks and**

**recreation organizations.** And no matter what may be going on outside, children still say they love their **video games.**

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IN ITS CONTINUING EFFORT TO MEET THE COMMUNITY YOUTH'S NEEDS, KVBC, CHANNEL 3, BROADCASTS EDUCATIONAL AND INFORMATIVE PROGRAMMING PROVIDED FOR CHILDREN FROM NBC, THAT IS ATTACHED.